Internship Report
On

Adoption of 3G of Grameenphone on Smartphones

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Dear Sir,

This is to inform you that, it gives me immense pleasure in preparing this Report, which was assigned to me in fulfillment of my BUS 400 course requirement. By the completion of this course I will be able to accomplish my Undergraduate Degree (BBA). I have found the experience quite interesting, beneficial and knowledgeable.

You would be glad to hear that I have tried my level best to prepare an effective and credible report with relevant information that I have collected from ***Grameenphone*** as well as by doing a survey and from other relevant sources during my internship program. I have the great pleasure to have the opportunity to study on "**Adoption of 3G of Grameenphone on Smartphones"**. It is meaningful to mention that the knowledge I have gathered during the internship period, will help me in practical field of professions.

Moreover, I want to thank you for your support and patience with me. I will be very pleased to answer any query you think necessary as and when needed.

Sincerely,

Eshat Kabir
ID: 10104063

Acknowledgment

This internship has been a very good experience for me in the way that it has given me the chance to understand the real world outside the classroom. I have learnt a lot about the office environment and my interpersonal skills and self-confidence have improved suggestively.

First and foremost, I want to thank Allah for giving us the ability to conduct our regularities and complete the report within the due time period. Without His grace and sympathy, all my tasks would have been impossible to complete.

Secondly, I express my deep sense of gratitude to my honorable supervisor Shamim Ehsanul Haque for his endeavor approach and outstanding supervision by which it has been possible for me to make a good combination of theoretical & practical knowledge in preparing this report.

I forfeit my respect to **Fahad Saleh**; under whom I have learnt a lot of practical knowledge about Grameenphone as well as 3G internet. I am also grateful to other employees of Grameenphone for the cooperation and direction in getting necessary information.

Last but not the least, the individuals who contribute in the survey by giving their valuable responses about 3G services of Grameenphone helped me a lot to make this report.

Executive Summary

Grameenphone is the leading and largest telecommunications service provider in Bangladesh with more than 47.64 million subscribers as of January 2014. It has started its journey in the telecommunication industry in March 26, 1997. Grameenphone pioneered the then breakthrough initiative of mobile to mobile telephony and became the first and only operator to cover 98% of the country's people with network.

In October 2013 the company launched 3G services commercially. The entire Grameenphone network is 3G/EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently over 7 million 3G/EDGE/GPRS users in the Grameenphone network.

Grameenphone has been successful to build a superior image in comparison to other operators. It has been providing 3G services to the customers according to their desires. To know about the Grameenphone 3G adoption scenario and analysis the adoption situation, I have conducted a survey with the help of a questionnaire. Here I took six measurement variables to analysis the 3G adoption on smartphones and those are video calling or conferencing, Mobile TV, satellite maps, social networking, internet browsing, entertainments. From the survey I have come up with some findings regarding those measurement variables which may give a clear conception of Grameenphone 3G adoption. In the survey it is showing, the customers of Grameenphone are gradually adopting 3G services. Grameenphone has a good scope for video calling and Mobile TV if they could reduce the pricing rate little bit. Satellite maps are still not using by the customers as the technology is not so popular to its customers. Social networking and entertainments are more adopting from Grameenphone 3G services. In this report, I also prepared a SWOT analysis of Grameenphone 3G.

This analysis here may give a clear view of Grameenphone 3G strength, weakness, opportunities and threats. As it's already mentioned that Grameenphone Ltd. is in the leading position in telecommunication industry in our country they are giving their best to hold the position in 3G sector also.

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Chapter 6

Findings and Recommendations

Introduction

1.1 Origin of the Report:

This report has been prepared as a part of the Internship (BUS400) course of BRAC University. The report titled, "Adoption of 3G of Grameenphone on Smartphones" is being assigned by my honorable supervisor for the completion of the course. I have collected all the required information from the organization and through a survey. I have tried my best to combine and relate the information with the concept of the report, but due to time limitation and restricted access to information there remains some limitations.

1.2 Main Objectives:

The main objective of this report is to acquire knowledge about the 3G services provided by Grameenphone and customers' perception as well as adoption about the 3G services. In addition, find the gaps, give them suggestions as an advisor, and relate with the theories.

1.3 Specific objectives:

Our specific objectives are-

- To learn how a telecom company such Grameenphone conducts their undertakings.
- To appreciate the organizational environment.
- To know the official rules and regulations and follow-up the code and conduct.

1.4 Methodology:

This report has been prepared based on understanding gathered during the period of internship. In addition, a survey was done where 100 individuals' are taken as sample size. Through the SPSS software and using the responses from the survey, frequency tables

constructed to make comparisons. In order to prepare this report, I have also collected information from the organization. I have presented my experience and findings through using different table and charts sequentially.

To prepare an authentic and informative report I studied all the company's information, record, company website and other relevant things. Beside these, it was most significant to discuss with employees regarding various confidential records.

- **Primary Sources**

- Discuss with the organization's staff and executives in the employees of GP House.
- Talk with Grameenphone 3G users
- Collect the responses of the survey through Facebook
- Revise of relevant files.
- Directly observed daily activities.

- **Secondary Sources**

- Official records of Grameenphone.
- Website of the Grameenphone.

1.5 Scope:

The report is done based on adoption of 3G services provided by Grameenphone. It also covers the products, organizations structure, and different usage pattern of 3G users. The main part of the report consists of the "Adoption of 3G of Grameenphone on Smartphones".

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1.6 Limitation:

Following listed the major limitations that affected most:

- Complexity to gaining information from financial division of Grameenphone
- Non-availability of the most recent statistical data.
- Because of the limitation of information, no forecast is available about 3G, some assumptions were made. Therefore, there may be some personal mistake in the report.
- Besides this, it was very difficult to carry out the whole analysis based on limited scope of study.

Company Overview

2.1 Company Profile:

Grameenphone started its journey with the Village Phone program: a pioneering initiative to empower rural women of Bangladesh. The name Grameenphone translates to “Rural phone”.

Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone has come a long way. Before Grameenphone’s inception, the phone was for a selected urbanized few. The cell phone was a luxury: a flouting accessory for the select elite. The mass could not contemplate mobile telephony as being part of their lives. Grameenphone pioneered the then breakthrough initiative of mobile-to-mobile telephony and became the first and only operator to cover 98% of the country’s people with network.

Since its inception, Grameenphone has built the largest cellular network in the country with over 8500 base stations. Presently, nearly 99 percent of the country's population is within the coverage area of the Grameenphone network. Grameenphone has always been a pioneer in introducing new products and services in the local telecom market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997.

Grameenphone was also the first telecommunication operator in Bangladesh to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. The entire Grameenphone network is also EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently 7 million EDGE/GPRS users in the Grameenphone network. In 8 October 2013, the company launched 3G services commercially.

Today, Grameenphone is the leading and largest telecommunications service provider in Bangladesh with more than 46.663 million subscribers as of October 2013. (Grameenphone 2014)

2.2 Principal Business Entities:

Vision:

"We exist to help our customer get the full benefit of communications services in their daily lives. We're here to help"

Mission:

"Grameenphone is the only reliable means of communication that brings the people of Bangladesh close to their loved ones and important things in their lives through unparalleled network, relevant innovations & services."

Values:

- MAKE IT EASY

  "Everything we produce should be easy to understand and use. We should always remember that we try to make customers' lives easier."

- KEEP PROMISES

  "Everything we do should work perfectly. If it doesn't, we're there to put things right. We're about delivery, not over-promising. We're about action, not words."

- BE INSPIRING

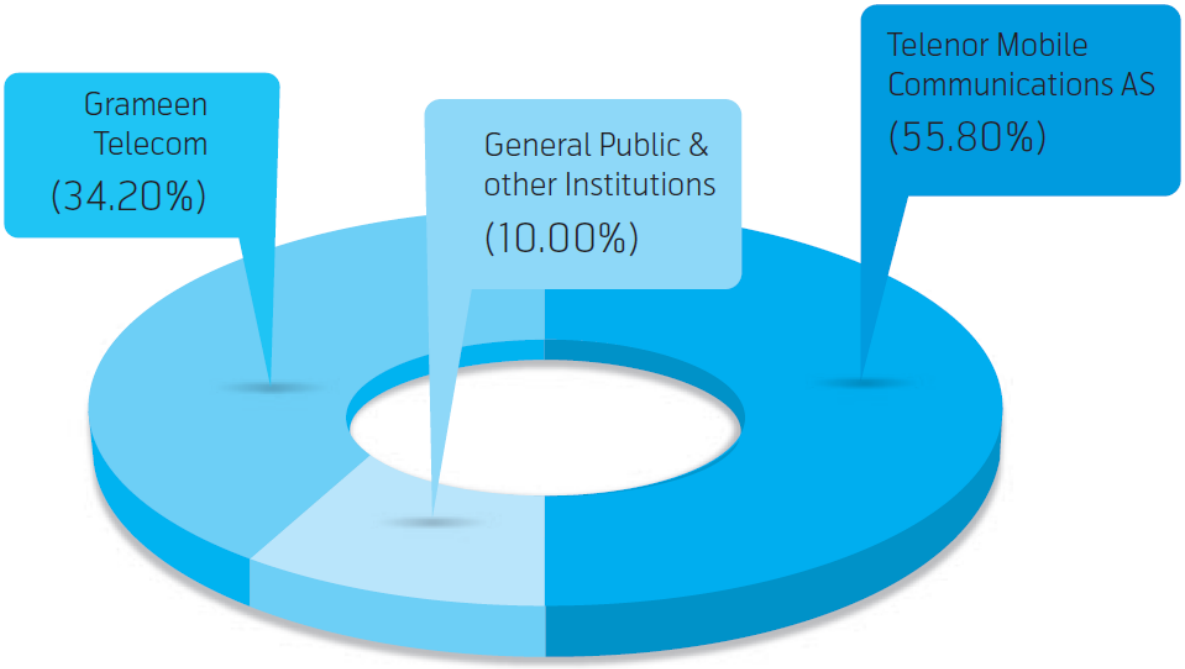
  "We're creative. We bring energy and imagination to our work. Everything we produce should look fresh and modern."

- BE RESPECTFUL

  "We acknowledge and respect local cultures. We want to be a part of local communities wherever we operate. We want to help customers with their specific needs in way that suits way of their life best."

2.3 The Shareholders:

The shareholding structure comprises mainly two sponsor Shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%). The rest 10.00% shareholding includes public & other Institutions.



Telenor Mobile Communications AS (TMC):

TMC, a company established under the laws of the Kingdom of Norway, seeks to develop and invest in telecommunication solutions through direct and indirect ownership of companies and to enter into national and international alliances relating to telecommunications. It is a subsidiary of Telenor Mobile Holdings AS and an affiliate of Telenor. Telenor ASA is the leading Telecommunications Company of Norway listed on the Oslo Stock Exchange. It owns 55.80% shares of Grameenphone Ltd.

Telenor's strong international expansion in recent years has been based on leading edge expertise, acquired in the Norwegian and Nordic markets, which are among the most highly developed technology markets in the world. It has substantial

International operations in mobile telephony, satellite operations and pay Television services. In addition to Norway and Bangladesh, Telenor owns mobile telephony companies in Sweden, Denmark, Hungary, Serbia, Montenegro, Thailand, Malaysia, Pakistan and India. Telenor has 148 million consolidated mobile subscriptions worldwide as of December 31, 2012.

Telenor uses the expertise it has gained at its home and international markets for the development of emerging markets. Like Bangladesh,as part of the conversion of Grameenphone from a private limited to a public limited company, Telenor Mobile Communications, as transferred 10 shares each on May 31, 2007 to its three (3) affiliate organizations namely Nye Telenor Mobile Communications II as, Norway; Telenor Asia Pte. Ltd., Singapore; and Nye Telenor Mobile Communications III AS, Norway.

Grameen Telecom (GTC):

Grameen Telecom, which owns 34.20% of the shares of Grameenphone, is a not-for profit company in Bangladesh established by Professor Muhammad Yunus, winner of the Nobel Peace Prize 2006.

GTC's mandate is to provide easy access to GSM cellular services in rural Bangladesh and create new opportunities for income generation through self-employment by providing villagers, mostly the poor rural women, with access to modern information and communication-based technologies.

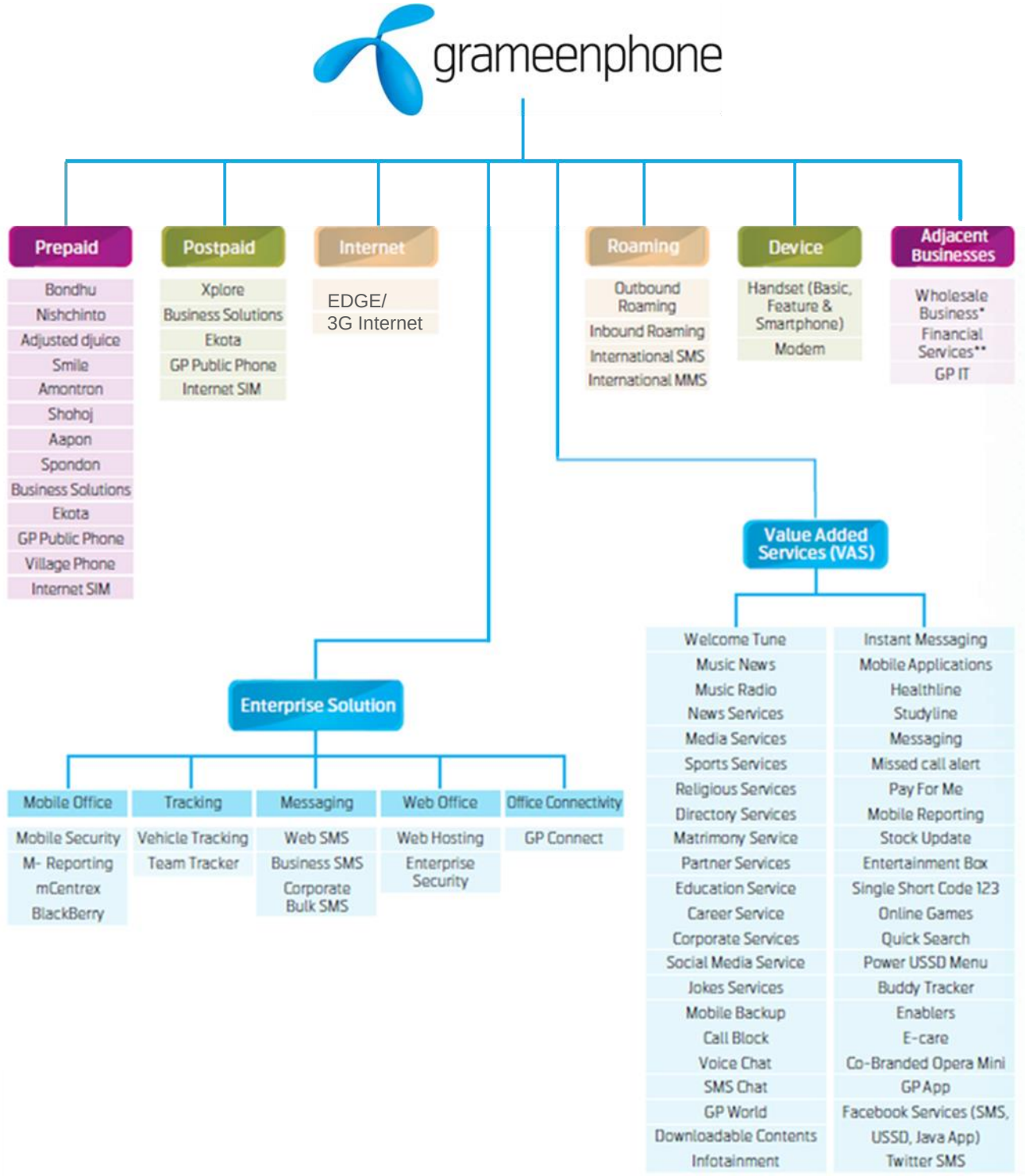
Grameen Telecom, with its field network, administers the Village Phone Program, through which Grameenphone provides its services to the fast growing rural customers. Grameen Telecom trains the operators and handles all service-related issues.

GTC has been acclaimed for the innovative Village Phone Program. GTC & its Chairman Nobel Peace prize laureate Professor Muhammad Yunus have received several awards, which include; First ITU World information Society Award in 2005;

Petersburg Prize, for Using the IT to improve Poor People's Lives" in 2004; GSM Association Award for "GSM in Community Service" in 2000.

As part of the conversion of Grameenphone from a private limited to a public limited company, Grameen Telecom transferred 1share each on May 31, 2007 to its two-affiliate organizations namely GrameenKalyan and Grameen Shakti.

2.4 Product & Services:



(Grameenphone 2012)

2.5 Current Market Situation:

The total number of mobile phone users in Bangladesh is 95.53 million in September, which increased by 17 million from last year (Danlu, 2012). Currently there are six, including one fully government owned mobile phone operators in Bangladesh.

Among them, Grameenphone has the majority of the market share holding 41.67% (approximate) (Danlu, 2012) of the market, with users of 40.1 million (Grameenphone, 2012). Orascom Telecom Holding's Orascom Telecom Bangladesh Limited is at the second position with the name "Banglalink". Banglalink has 25.743 million subscribers (Danlu, 2012) with the market share of 26.94% (approximate). RobiAxiata Limited's Robi is holding has 21.08% (approximate) market share with 20.144 million subscribers (Danlu, 2012). Airtel Bangladesh Limited's Airtel has 6.784 million users (Danlu, 2012) with 7.101% (approximate) market share. Pacific Bangladesh Telecom Limited's Citycell has 1.76% (approximate) market shares with 1.683 million users (Danlu, 2012). Fully government owned Teletalk has 1.367 million subscribers (Danlu, 2012) occupying 1.43% (approximate) market share. Competition among the mobile phone operator is intense and the tariff levels are among the lowest among the world.

Network

According to Grameenphone, it has so far invested more than BDT 107 billion (USD 1.6 billion) to build the network infrastructure since 1997. It has invested over BDT 31 billion (USD 450 million) during the first three quarters of 2007 while BDT 2,100 crore (USD 310 million) was invested in 2006 alone.

Grameenphone has built the largest cellular network in the country with over 10,000 base stations in more than 5700 locations. Presently, nearly 98 percent of the country's population is within the coverage area of the Grameenphone network.

The entire Grameenphone network is also GPRS/EDGE enabled, allowing access to dial-up quality speed Internet and data services from anywhere within the coverage area. There are currently nearly 3 million GPRS/EDGE users in the Grameenphone network. Also has 3Gnetwork at most of the urban and sub-urban area.

SWOT Analysis

3.1 SWOT Analysis

The SWOT analysis, which is a structured planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats of a GP 3G. It involves specifying the objective of the GP for 3G and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Strengths:

Strengths are positive tangible and intangible attributes, internal factors of an organization. According to the BCG matrix, Grameenphone's position is on Star among the Telecom companies in Bangladesh, through our research we found such kind of Strengths of Grameenphone:

1. GP has a strong network service, which they cover, not only by 8000 towers but also through rail line. That ensures the network coverage throughout the country.
2. After 16 years of operation, Grameenphone has 40.02 million customers.
3. The customers' perception towards Grameenphone is very positive that's why they have the best network coverage (98%) as compared to others competetors.GP has established network in 64 Districts, 402 Upazilas, and most of the highways.
4. Grameenphone has 44% market share and more than 67,000 Shareholders now empowered under a single network and touched by the magic of closeness.
5. GP 2G increases the efficiency of data transformer that's why they are very much hopeful with 3G.
6. It provides the services of online banking, online billing, videoconference and access to the internet.
7. Speed up to 10 mbp/s (Mega Byte per Second)

8. Grameenphone does not have bureaucratic problems and generally doesn't take more time to implement any decision.

9. Grameenphone has best & dedicated customer care center where they are ready for their beloved customer.

Weakness:

Weakness is negative trends in internal environmental factors. These factors are always controlled by organization.

1. Grameenphone call rate/cost is very high that's why it's very tough for any University student to maintain a GP SIM. However, these users are large in number for the telecom industry in Bangladesh. Therefore, GP losing it for its high call rate.

2. The cell phones having GP 3G technologies is more expensive that is why most of the people cannot afford it.

3. 3G enable cell is needed for both users who wants to communicate with each other. This number is not very much effective for this telecom Industry.

4. Policy & procedure of Grameenphone is very complicated for general people. Most of the cases they hidden their charges.

5. People are less aware about the 3G technology and do not have any idea about it.

Opportunities:

Opportunity is positive trends in external environmental factors when we look at opportunities. This helps anyone to get the target market or reach its org. goal. It also looks for opportunities to gain market share from competitors. The opportunities of GP are described below:

1. Customer's perception towards Grameenphone is positive, so Grameenphone has the scope to convert the rest portion of users under this magical network.

2. Grameenphone market share is getting higher day by day; 40.02 million (41%) (Figure-) subscribers at the end of December 31, 2012, which was 36.49 million at the end of December 31, 2011 and 29.97 million at the end of December 31, 2010. This indicates a stable or growing trend in the number of users.

3. Many entrepreneurs need to meet their client for their business purpose but it might be impossible because of political condition, bad weather and so on, in this case they can perform in any kind of meeting by using this 3G technology.

4. People are getting involved with the virtual world and they busy with their official, family matter and different types of works. So they want to do their shopping & Banking through their mobile phone.

5. Most of the reliable mobile co. are manufacturing multimedia mobile phone where you can easily use 3G technology there & a huge range of customers of Bangladesh are using 3G enabled handsets without 3G service.

6. After covering the whole Bangladesh with 3G, Grameenphone would be able to bring 4G in the market.

7. Costs of internet services have been cut down hence a wider customer base have become open. Now a personal internet connection is not for just the rich and the upper middle class.

Threats:

Threats are negative trends in external environmental factors, which responsible for the organization mission or operation at risk. The entrance of new competitors increased bargaining power of key buyers or suppliers, technological changes, and new or revised regulations could appear as threats to a firm's success. That is why it is important to do a good threat analysis.

Some possible threats faced by Grameenphone are:

1. The high prices of mobiles having 3G technologies can cause the decrease in demands of those mobile, as not everyone can afford such high price.

2. Economic condition of Bangladesh is getting slow down day by day, it is another threat for upcoming 3G technology.

3. Grameenphone is the idol for the other telecom industry in Bangladesh that is why they can copy the procedure of GP and are benefited from it.

4. Wireless providers strain and come to terms with the huge burden of department looming over their heads because of inflated prices on many paid for licenses, so it is believed that 3G will do more to stifle the development of mobile services than it will to revolutionize it.

5. Radio signals for the next generation of mobile phone services can cause headaches and nausea.

6. Fear of brain damage from the microwaves among the users.

7. Patriotism is the reason for holding the Telatalk subscribers. When these patriotic persons will find 3G in Teletalk, so the chances to convert them to GP subscriber would be difficult, as this is a sentimental issue.

8. Phones having power levels of about 500 Watts to 1 Giga Watt cause all tissues of human body to heat up, which leads to the destruction of internal organs, and the whitening of the eye's lens.

Adaption of 3G

Grameenphone 3G is an all-new way to experience the fast paced, truly mobile lifestyle. Enjoy seamless upgrade to 3G on your existing GP SIM (Pre-paid or Post-paid) and explore the world class Grameenphone 3G network for optimum speed experience & full mobility. They are committed to ensure uninterrupted, high-speed internet experience even on the move. Even as the customer go beyond 3G footprint, Grameenphone will still have them seamlessly connected over its nationwide 2G network. A Grameenphone 3G service is usable in all types of devices (Smartphone, tablet & modem) as long as the device itself is 3G enabled. With this 3G network, the internet users of 3G are now using or adapting many applications, which was not possible with the EDGE or 2G network previously.

The bandwidth and location information available to 3G devices gives rise to applications not previously available to mobile phone users with the same experience. Also with the 3G network, people are using some new applications, some popular applications more, and more because of optimal speed. Those are like-

- Video Calling/ Video Conferencing
- Mobile TV
- Satellite Maps
- Browsing the Internet
- Social Networking Sites
- Entertainments

This new technology will not only enrich the experience of using mobile phone, but also create deep influence in the market & economy in Bangladesh. As it mentioned earlier, 3G mobile accessories imported from other countries as no infrastructure introduced yet in our country to produce those. Nevertheless, we have infrastructure and potential to design new applications for 3G mobile phones. GPIT (Grameenphone IT), a shining example in this regard, has been providing the service of designing & maintaining applications to various mobile phone operators in Bangladesh. For the making & maintaining 3G environment in Bangladesh there will be an employment facility for many IT professionals. Therefore, definitely this technology does have a good business prospect in Bangladesh.

4.1 Adaption of 3G:

Here to know about the adaption situation of 3G services of Grameenphone Ltd. in Bangladesh, I have conducted a survey on 100 people whom are using Grameenphone 3G internet. For doing that survey, I made questionnaire and through Google docs, direct interviews and Face book have collected the answers. With all the 100 responses by using SPSS, I have come to know about the frequencies, cross tabulation and chart. From my survey it will be known, what is the condition of the adaption of 3G of video calling/ conferencing, Mobile TV, satellite maps, browsing the internet, social networking, entertainments, gaming, download. Which factors I have found essential for 3G adaption of Grameenphone in Bangladesh are discussed below, with the help of responses of the survey:

4.1.1 Video Calling/ Video Conferencing:

We know that in terms of cell phones which technologies are needed for video conferencing. Let us look at the networks needed to carry the information. As we mentioned earlier, sending video data involves transmitting a great deal of information. More powerful cell phone networks allow us to relay more information than we could with 2G technology. As cell phone companies update their transmission towers with powerful 3G equipment, the networks can carry more information faster.

However, if you rush out and buy a 3G-capable phone, do not expect to turn it on and immediately talk face to face with a friend. The ability to use video conferencing depends not only on whether one has a phone with that feature, but also on whether a 3G network is available in your area. Grameenphone is providing 3G network to our country. With this technology in Bangladesh, we can use video conferencing or video calling in 3G covered areas. With this video calling people are now able to see their desired person rather than hearing their sound only. If two callers is within the network of 3G and both have 3G capable handsets, they can see each other from different corners. Without 3G networks, it was not possible previously.

Nowadays people of Bangladesh are adapting this video calling/ conferencing through 3G technology. With the video conferencing, students are now capable of discussing and preparing their study by staying at home. It is a blessing that saving time and money both. This video calling/ conferencing is using to see desired person closely from far distance, to do group study, to do official meeting from different places etc. In near future this video conferencing will be using for class lectures also as like other developed countries. However, it is a long process of adapting 3G technologies globally, but it is a matter of hope that 3G adaption will be faster than any other countries in Bangladesh.

Adaption situation of video calling/ conferencing in Bangladesh of Grameenphone 3G with the responses of survey I will discuss it below:

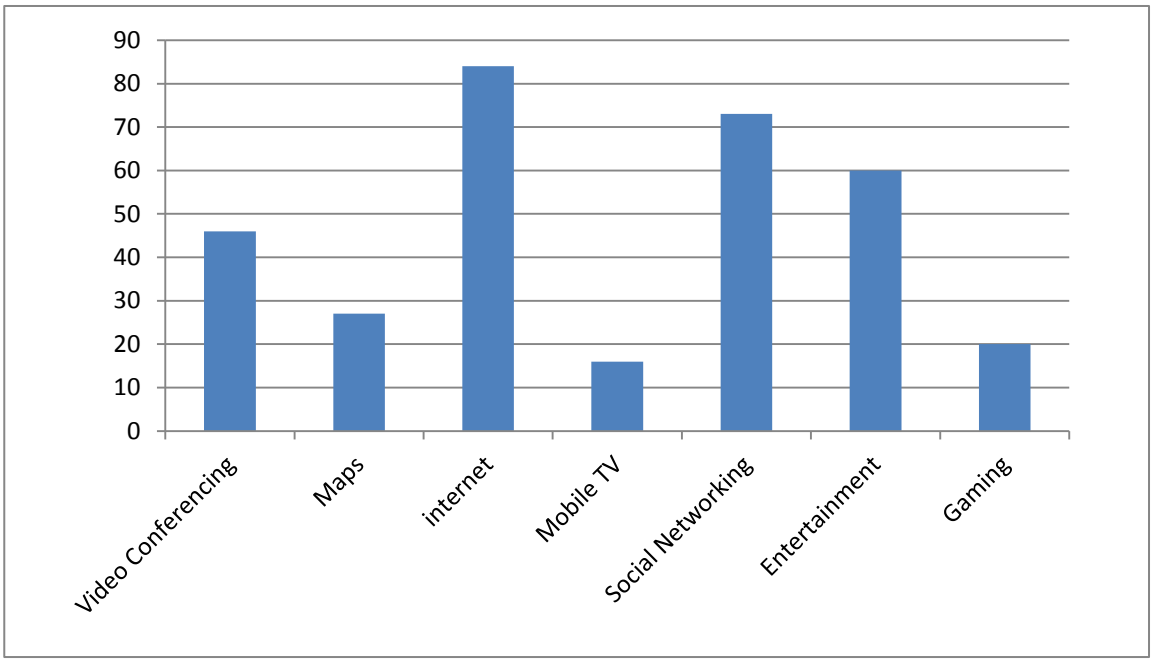
Frequency table of Video calling/ conferencing

	Description	Frequency	Percent	Valid Percent	Cumulative Percent
valid	Video Calling/ Conferencing	46	46.0	100.0	100.0
Missing	System	54	54.0		
Total		100	100.0		

In my survey, I have taken 100 samples to know about the adaption situation of 3G of Grameenphone in our country. In the questionnaire, to know the purpose of using Grameenphone 3G six options given and samples can give multiple answers according to their usage. Therefore, from the frequency table it is shown that, out of 100 samples 46 are using video calling or conferencing with the help of Grameenphone 3G. On the other hand, 54 samples are not using 3G for using video calling/ conferencing. Therefore, from the survey it is clear that almost half of the samples are interested to use 3G network for using video calling or conferencing. As 3G, technology not so known technology to our country people, 46% of using video calling/ conferencing is a good sign for brighter future of 3G

network. In 2G networks, video calling or conferencing was not possible. However, with this 3G technology make this video calling or conferencing possible to our country people. In our country, gradually people are accepting this video calling or conferencing as it is beneficial from many contexts.

Here the chart given below:



Video Conferencing: 46%

Cross tabulation of video calling / conferencing:

In the cross tabulation I will describe the responses in four dimensions. From the frequency table I have the total amount that are using or adapting video calling or conferencing and that quantity will give us the information of Grameenphone 3G uses for video calling according to gender, age, education background and occupation. This survey shows the position of video calling/ conferencing adaption in terms of gender, age, education background and occupation in the cross tabulation. With these four variables, I will here give a view of 3G adaption of video calling or conferencing, which will help us to understand the survey output and adapting scenario.

Gender Cross tabulation

Description	Gender		Total
	Male	Female	
Video Calling/ Conferencing	30	16	46
Total	30	16	46

Here from the survey responses 46 persons are using video calling or conferencing. From these 46 samples, 30 samples are male and 16 are female. So with this cross tabulation it is showing male is using or adapting more video calling or conferencing than female. Therefore, male are adapting video calling or conferencing faster than the female.

Age Cross tabulation

Description	Age					Total
	Under 18	18-24	25-34	35-44	59+	
Video Calling or Conferencing	7	24	12	2	1	46
Total	7	24	12	2	1	46

From the age cross tabulation we can see that different ages samples are using video calling or conferencing. Most of the adaption is showing age between 18-24 and the amount is here 24 out of 46 samples. At the age range of 25-34, they are in second position for adapting this application. Under 18 years samples are seven, age within 35-44 is two samples and over 59 is only one who is adapting video calling or conferencing. Therefore, from this age cross tabulation it is showing that matured aged customers are adapting this application more than young age customers. This rate is so high in 18-34 aged samples, which shows more adaptation.

Education Background Cross tabulation

Description	Education Background			
	University degree and above	High School	Elementary	Total
Video Calling/ Conferencing	41	4	1	46
Total	41	4	1	46

Here in the education background cross tabulation we can see that most of the adaption is coming from the samples that are having university degree and above. Samples from high school and elementary education background are adapting video calling or conferencing in very low amount. Samples from university and above background are using video calling or conferencing in amount of 41, high school background has four samples and elementary background has only one sample. So from the education background cross tabulation it is showing that educated people are mainly adapting video calling or conferencing for their various uses in expressions of Grameenphone internet users.

Occupation Cross tabulation

Description	Occupation						
	Govt. staff	Employee in private company	House wife	Self employed	Students	Others	Total
Video Calling/ Conferencing	1	16	1	3	24	1	46
Total	1	16	1	3	24	1	46

I have already discussed it before that within 100 samples 46 samples are adapting video calling or conferencing. Here in the occupation cross tabulation we can see different occupation samples are using video calling. Here most of the adaption of video calling or conferencing is doing by students and private company employees. Samples from govt. staff, housewife, self-employed and others are not in big amount. Here from this occupation cross tabulation, it is showing that samples from private company employee are 16 and 24 samples are from student. Therefore, from occupation students and private company employee mostly adapt the adaption of video calling or conferencing.

4.1.2 Mobile Television:

Mobile television is television watched on a small handheld or mobile device. It includes pay TV service delivered via mobile phone networks or received free-to-air via terrestrial television stations. Regular broadcast standards or special mobile TV transmission formats used. Additional features include downloading TV programs and podcasts from the internet and storing programming for later viewing.

With the 2G network, it was not so easy to subscribe Mobile TV for Grameenphone customers. As 2G networks not having the expected speed for watching Mobile TV, this Mobile TV was not a matter of desire for Bangladeshi mobile users. Therefore, the adaptation was in a minimum amount previously with the 2G networks. For watching Mobile TV, there were unavailable handsets in our country until that time. Some Chinese handsets were capable of providing that advantage, but those are not qualitiful. In the same way mobile operators were not bringing Mobile TV as 3G network was not available in our country just a few months ago. Grameenphone brings Mobile TV and Live Video Broadcast for its valued subscribers, which will open up a new window to enjoy different TV channels and live broadcasted video contents recently. With the Grameenphone Mobile TV, service people are now capable of watching different TV channels from their smart phones. Here Bangladeshi people are now watching live sports, movies, songs and many more desired programs from anywhere with the Grameenphone 3G network. At this time, TV not needed for watching desired programs for smart phone and 3G connection holders. These are not downloadable content and video content will only be available through streaming. Still this Mobile TV is

not so popular in our country for various reasons. As so much obstacles was existing for watching Mobile TV before, currently this Mobile TV is still not adapting in large extent. There are so many reasons behind this less adaption. In Bangladesh, people are not in an economic advantage. Their earnings are limited and expenditure is relatively high. In conditions for Mobile TV the main obstacles is the pricing I think so, as still now the price for Mobile TV of Grameenphone is relatively high for Bangladeshi customers. In addition, education is a vital issue for this adaption. Education in village stage is still in developing site. Therefore, they are not aware of this Mobile TV factor until now. People are now adapting the internet easily these days and this Mobile TV adaption will be high in future we can hope so.

Grameenphone customers charged as per below tables:

Pack	Daily Subscription	Weekly Subscription	Monthly Subscription
Light	10 min @ 10 Taka	75 min @50 Taka	300 min @ 200 Taka
Medium	30 min @ 25 Taka	120 min @85 Taka	450 min @ 300 Taka
Heavy	60 min @ 40 Taka	240 min @160 Taka	600 min @ 400 Taka

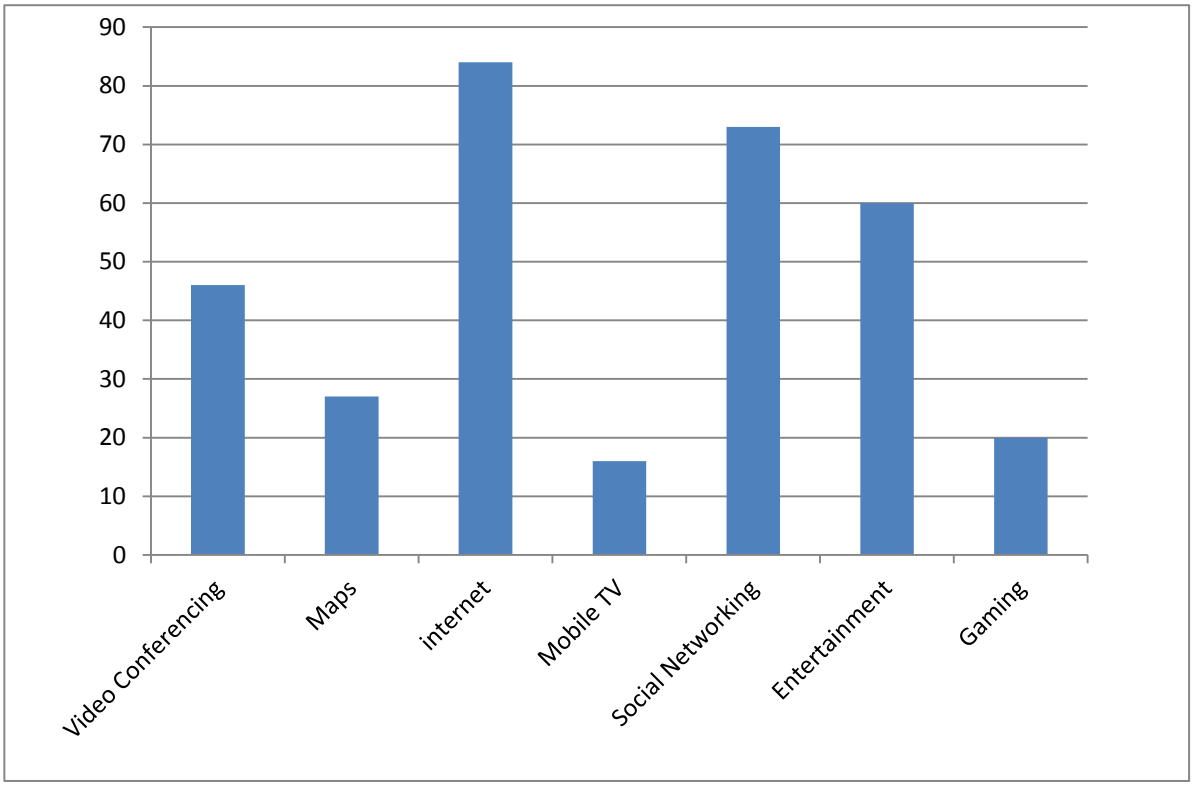
I will be talking about the adaption scenario of Mobile TV in Bangladesh of Grameenphone 3G with the responses of survey in below it below:

Frequency table of Mobile TV

Description		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mobile TV	16	16.0	100.0	100.0
Missing	System	84	84.0		
Total		100	100.0		

Already I have said it before that in my survey I have taken 100 samples to know about the adaption situation of 3G of Grameenphone in our country. In the questionnaire, the purpose of using grameenphon 3G seven options given and samples can give multiple answers according to their uses. So from the frequency table it is shown that, out of 100 samples only 16 samples are using Mobile TV with the help of Grameenphone 3G. Here 84 samples are not using grameenphon 3G for Mobile TV service. It shows a clear view that Mobile TV service is still not getting enough popularity for 3G adaption. However, it is a new aspect for Grameenphone 3G as well as for their customers but this 16% of adaption from the samples is not a good sign for Grameenphone. Here Grameenphone needs to give more emphasis to boost up the adaption of Mobile TV service for their customers.

Here the chart given below:



Mobile TV: 16%

Cross tabulation of Mobile TV:

In the Mobile TV cross tabulation I will describe the responses in four dimensions. From the frequency table I have the total amount that are using or adapting Mobile TV and that quantity will give us knowledge of Grameenphone 3G uses for Mobile TV according to gender, age, education background and occupation. This survey shows the position of Mobile TV adaption in terms of gender, age, education background and occupation in the cross tabulation. With these four variables, I will here give a view of 3G adaption of Mobile TV, which will help us to understand the survey output and adapting scenario.

Gender Cross tabulation of Mobile TV

Description	Gender		Total
	Male	Female	
Mobile TV	12	4	16
Total	12	4	16

Here from the survey responses 16 persons are using Mobile TV. From these 16 samples, 12 samples are male and only four are female. Therefore, with this cross tabulation it is showing male is using or adapting more Mobile TV application than the female. Male are adapting Mobile TV quicker than the female.

Age Cross tabulation of Mobile TV

Description	Age			Total
	Under 18	18-24	25-34	
Mobile TV	4	9	3	16
Total	4	9	3	16

From the age cross tabulation we can see that different ages samples are using Mobile TV. Most of the adaption is showing age between 18-24 and the amount is here 9 out of 16

samples. Fewer than 18 aged samples are in second position for adapting this application. Only three samples are from 25-34 ages. Other aged samples are not using Mobile TV from Grameenphone 3G. Therefore, from this age cross tabulation it is showing that Mobile TV adaption for over 34 ages samples are not interested to use Grameenphone 3G for watching Mobile TV.

Education Background Cross tabulation of Mobile TV

Description	Education Background		Total
	University degree and above	High School	
Mobile TV	15	1	16
Total	15	1	16

Here in the education background cross tabulation we can see that most of the adaption is coming from the samples that are having university degree and above. Only one is from high school level that is using Mobile TV from Grameenphone 3G. However, the adaption rate of Mobile TV is minimal but most of the users of this application are from well-educated samples. Here Grameenphone should promote the university and above degree holder's customers for more adaption of Mobile TV service, as from the table it is showing that 15 samples out of 16 is from university and above background.

Occupation Cross tabulation of Mobile TV

Description	Occupation			Total
	Employee in private company	Self employed	Students	
Mobile TV	6	1	9	16
Total	6	1	9	16

I have already discussed it before that within 100 samples only 16 samples are adapting Mobile TV. Here in the occupation cross tabulation we can see few occupation samples are using Mobile TV. Here students and private company employees are doing most of the adaption of Mobile TV service. Samples from govt. staff, housewife and others are not using this service. In this occupation cross tabulation, private company employee are six and nine samples are from student. At this point from occupation variables, students and private company employee mostly adapt the Mobile TV.

4.1.3 Satellite Maps:

Satellite maps are a blessing of science and it has so many uses. In developed countries, satellite map is a vital part for their daily life. Bangladesh is a developing country as a result we are currently is not in an advantage of technology. In developed countries with the satellite maps people are using GPRS also. With the satellite maps people of developed countries can easily find any places. It is a matter of great privilege for them. With the help of satellite maps, they can go to any places whether they know the place or not. In our country, GSM or GPRS is still not working like other developed countries. However, in very near future we can expect all the facilities like other developed countries through the satellite maps. Still satellite maps are a good source of information for Bangladeshi people, though like other developed countries we are not having GSM or GPRS facilities.

With the blessing of Grameenphone 3G it is easier to search any places through satellite maps. Searching from Google map of Bangladesh and Google earth map, we can see the route of our desired places, which is unknown to us. Though we are not still at the advantage of technology as I said before, but gradually Grameenphone 3G customers are adapting satellite mapping. To know the exact location of any places Grameenphone 3G can help us. With the 3G speed, we can know about the location from Google map of Bangladesh or through Google earth map faster than previous time. To discover new places and to know about the preferred places now the Grameenphone 3G customers is adapting satellite maps. This is a good sign for digital Bangladesh. The adaption rates of satellite maps are very low still now according to my survey. However, this rate will be high very soon as travelling is

getting more popularity day by day. Mainly students and jobholders now like this travelling. They are now interested to go in new places, for this satellite maps is a good source to know the location of their desired places. We can hope that, the uses of Google map Bangladesh and Google earth map by our country people will be required more as soon as the tourism gets popularity in our country.

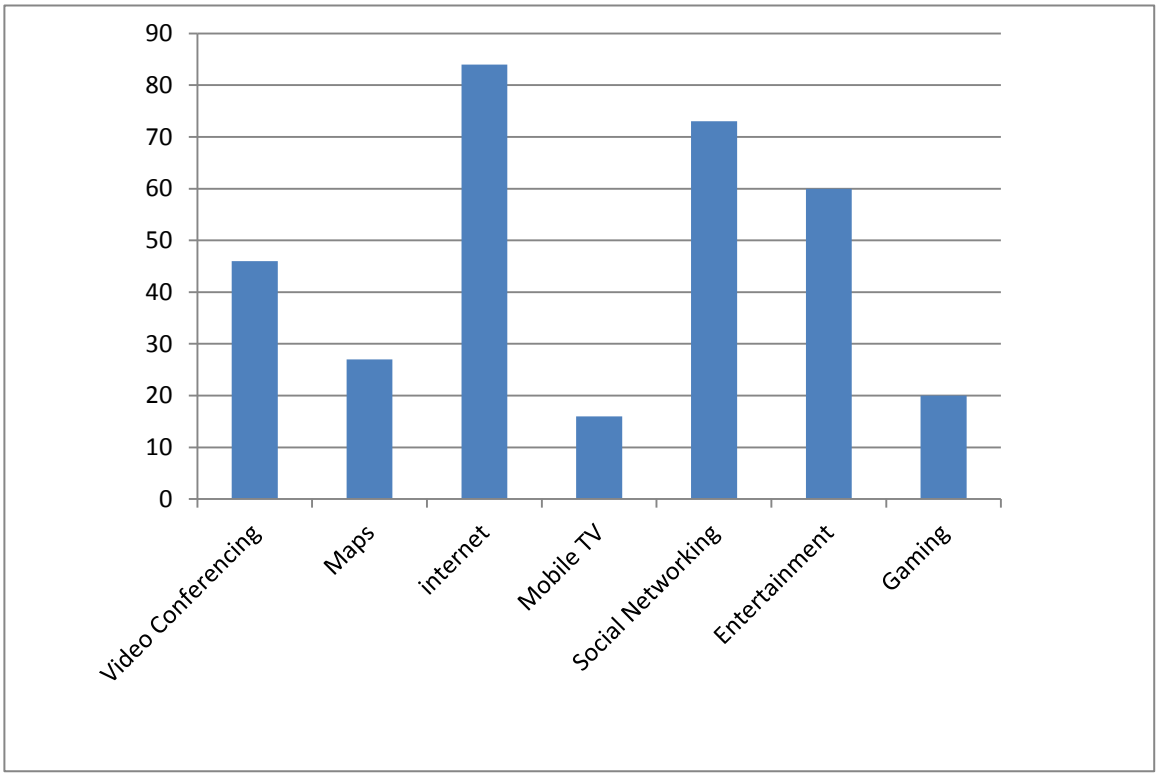
Adaption situation of satellite maps in Bangladesh of Grameenphone 3G with the responses of survey I will discuss it below:

Frequency table of Satellite Maps

Description		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maps	27	27.0	100.0	100.0
Missing	System	73	73.0		
Total		100	100.0		

I have already said that, in my survey I have taken 100 samples to know about the adaption situation of 3G of Grameenphone in our country. In the questionnaire, the purpose of using Grameenphone 3G seven options given and samples can give multiple answers according to their uses. So from the frequency table it is showing that, out of 100 samples only 27 samples are using satellite maps with the help of Grameenphone 3G. Here 73 samples are not using Grameenphone 3G for satellite maps service. It shows a clear view that satellite maps service is still not getting enough popularity for 3G adaption. Google earth map and Google map of Bangladesh is good source of information for searching location. It will be very beneficial for our people as location searching is a tough work actually. With the frequency table, we are seeing that satellite maps are not adapting by Grameenphone 3G users. As 73% of sample are still not interested to use 3G for satellite maps yet, but this adaption will be higher very soon we can expect. Therefore, Grameenphone should give concern in this aspect.

Here the chart given below:



Satellite Maps: 27%

Cross tabulation of Satellite maps:

In the satellite maps cross tabulation I will describe the responses in four dimensions. From the frequency table I have the total amount that are using or adapting Mobile TV and that quantity will give us knowledge of Grameenphone 3G uses for satellite mapping according to gender, age, education background and occupation. This survey shows the position of satellite mapping adaption in terms of gender, age, education background and occupation in the cross tabulation. With these four variables, I will here give a view of 3G adaption of satellite mapping, which will help us to understand the survey output and adapting scenario.

Gender Cross tabulation of satellite maps

Description		Gender		Total
		Male	Female	
	Satellite Maps	20	7	27
	Total	20	7	27

Here from the survey responses 27 persons are using satellite maps. From these 27 samples, 20 samples are male and only four are female. Therefore, with this cross tabulation it is showing male is using or adapting more satellite maps application than the female through Grameenphone 3G. Male are using maps for searching location more than the female. Maps are using through 3G because of searching any places and it is mostly done by the male. Male are fond of travelling, as a result male are adapting satellite mapping quickly than female.

Age Cross tabulation of satellite maps

Description		Age			Total
		Under 18	18-24	25-34	
	Satellite maps	3	16	8	27
	Total	3	16	8	27

From the age, cross tabulation we can see that different age's samples are using maps. Most of the adaption is showing at the age from 18-24 and the amount is here16 out of 27 samples. Age of 25-34 samples are in second position for adapting this application and eight samples are using map from their Grameenphone 3G network. Only three samples are from fewer than 18 years here. Other aged samples are not using from Grameenphone 3G. Therefore, from this age cross tabulation it is showing that satellite maps adaption is more popular for young and energetic people, who are from 18-35 years old.

Education Background Cross tabulation of satellite maps

Description		Education Background		
		University degree and above	High School	Total
Maps		26	1	27
Total		26	1	27

Here in the education background cross tabulation we can see that most of the adaption is coming from the samples that are having university degree and above. Only one is from high school level that is using satellite maps from Grameenphone 3G. However, the adaption rate of maps is minimal but most of the users of this application are from well-educated samples. Here Grameenphone should promote the university and above degree holder's customers for more adaption of maps, as from the table it is showing that 26 samples out of 27 are from university and above background. So almost every users of satellite maps are from educated background.

Occupation Cross tabulation of satellite maps

Description		Occupation				
		Govt. staff	Employee in private company	Self employed	Students	Total
Maps		1	13	2	11	27
Total		1	13	2	11	27

I have already discussed it before that within 100 samples only 27 samples are adapting satellite maps. Here in the occupation cross tabulation we can see four occupation samples are using maps. Here students and private company employees are doing most of the adaption of Mobile TV service. Samples from homemaker and others are not using this service.from govt. staffs and self-employed are only 3 samples out of 27. In this occupation cross

tabulation, private company employee are 13 and 11 samples are from student. At this point from occupation variables, students and private company employee mostly using the satellite maps from Grameenphone 3G networks.

4.1.4 Browsing the Internet:

This is an era of internet and browsing internet is now a basic need like food, cloth, medicine etc. Developed countries have adopted internet browsing long before. Being a developing country Bangladesh is now going with the internet. However, in rural areas of our country internet browsing is not popular for all the ages' people. New generation is now being educated than previous time and it is helping them to adopt the internet easily. As internet is playing a vital role to our country people, the internet browsing also getting popularity day by day.

Grameenphone is also committed to spread the internet to all over the Bangladesh and to make this possible they are working hard. With the help of Grameenphone internet, new generation is welcoming the internet browsing. It is a good indication that our country people going towards the world with the help of internet browsing. By browsing internet, people are now able to know about anything at any time. Also browsing the internet is enriching knowledge of our people. Especially students and educated people are adopting internet browsing. Here by browsing internet students are now able to know about required queries. In addition, it is helping them to go with the trend. Even working people are more using internet browsing nowadays. As private or govt., jobholders are now bound to browsing the internet. Without internet browsing they could not know about the scenario of their work field. Without knowing about the situation or information of competitors no one can be successful in their job sector. To be up to date with the world trend it is now must for everyone. Not only for education and for jobs, internet browsing is required in every aspect of our life. Educated people are now adopting internet browsing for their day-to-day needs. Here we can assure it; browsing the internet is getting popularity in a speedy way. This is also a great mark for Grameenphone 3G, as it will be beneficial for both Grameenphone and our country people in various perspectives.

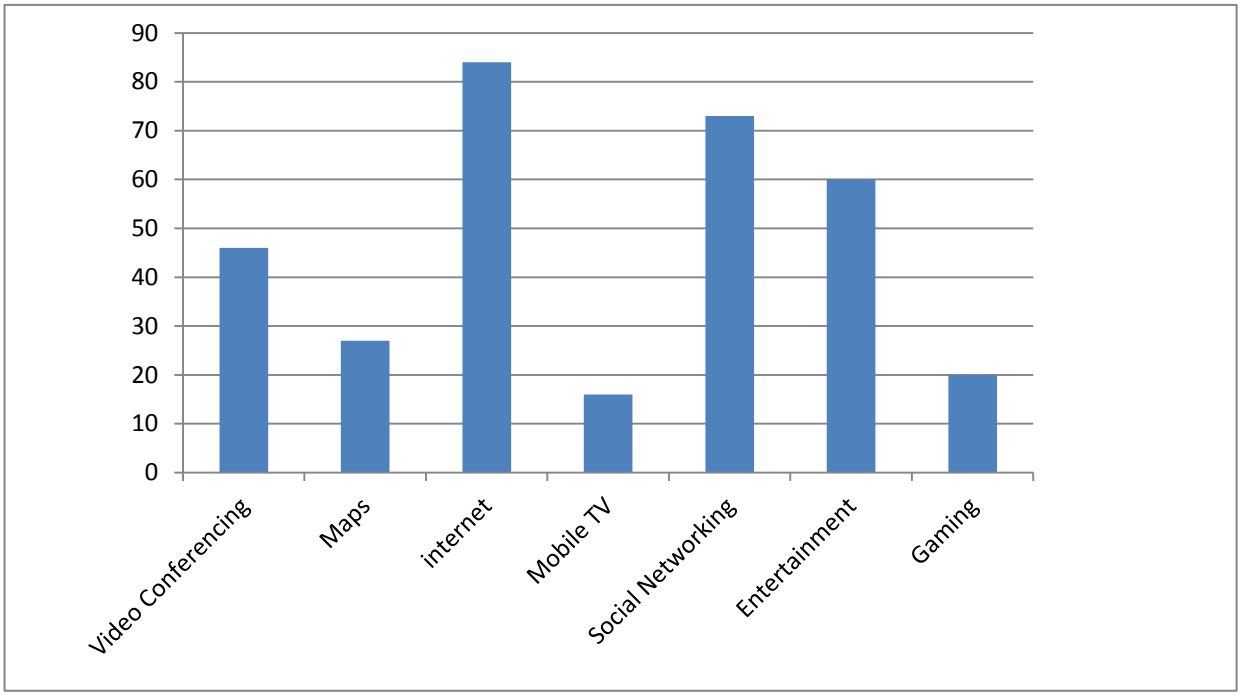
Adaption situation of browsing the internet in Bangladesh of Grameenphone 3G with the responses of survey I will discuss it below:

Frequency table of internet browsers

Description		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	84	84.0	100.0	100.0
Missing	System	16	16.0		
Total		100	100.0		

In my survey, I have taken 100 samples to know about the adaption situation of 3G of Grameenphone in our country. In the questionnaire, to know the purpose of using grameenphon 3G seven options given and samples can give multiple answers according to their uses. So from the frequency table it is shown that, out of 100 samples 84 samples are using internet for browsing with the help of Grameenphone 3G. Here only 16 samples are not using 3G for browsing the internet. Therefore, from the survey it is clear that most of the samples are interested to use 3G network for browsing internet. With the 3G network people are now able to browse the internet faster than 2G network. As 84% samples are browsing the internet, it is clear that with the 3G network people like it. In addition, internet browsing is adopting for various reasons, as only 16 samples are not browsing the internet here. Here we can say that, with the Grameenphone 3G internet browsing mostly adopted by their customers.

Here the chart given below:



Browsing the Internet: 84%

Cross tabulation of browsing the internet:

In the cross tabulation I will describe the responses in four dimensions. From the frequency table I have the total amount that are using or adapting video calling or conferencing and that quantity will give us the information of Grameenphone 3G uses for video calling according to gender, age, education background and occupation. This survey shows the position of video calling/ conferencing adaption in terms of gender, age, education background and occupation in the cross tabulation. With these four variables, I will here give a view of 3G adaption of browsing the internet, which will help us to understand the survey output and adapting scenario.

Gender Cross tabulation of internet browsers

Description	Gender		Total
	Male	Female	
Browsing the internet	53	31	84
Total	53	31	84

Here from the survey responses it is showing that, 84 samples are using Grameenphone 3G network for browsing internet. From these 84 samples, 53 samples are male and 31 are female. Therefore, with this cross tabulation it is showing male is using or adapting more browsing the internet than female. Therefore, male are adapting browsing the internet faster than the female.

Age Cross tabulation of internet browsers

Description	Age					Total
	Under 18	18-24	25-34	35-44	59+	
Browsing the internet	10	54	17	2	1	84
Total	10	54	17	2	1	84

From the age cross tabulation we can see that different ages samples are using internet for browsing. Most of the adaption is showing, age between 18-24 and the amount is here54 out of 84 samples. At the age range of 25-34, they are in second position for adapting internet for browsing. Here the number is 17, these samples are using internet for browsing. Under 18 years samples are 10, age within 35-44 has two samples and over 59 is only one who is adapting internet for browsing. Therefore, from this age cross tabulation it is showing that matured aged customers are adapting this application more than young age customers. Adoption rate is so high in 18-34 aged samples, which shows more adaptation.

Education Background Cross tabulation of internet browsers

Description		Education Background			Total
		University degree and above	High School	Elementary	
	Browsing the internet	74	9	1	84
	Total	74	9	1	84

Here in the education background cross tabulation we can see that most of the adaption is coming from the samples that are having university degree and above. Samples from high school and elementary education background are adapting internet for browsing in very low amount. Samples from university and above background are adopting browsing the internet in amount of 74, high school background has nine samples and elementary background has only one sample. Therefore, from the education background cross tabulation it is showing that educated people are mainly adapting internet for browsing for their various uses.

Occupation Cross tabulation of internet browsers

Description	Occupation						Total
	Govt. staff	Employee in private company	House wife	Self employed	Students	Others	
Browsing the internet	1	22	2	4	54	1	84
Total	1	22	2	4	54	1	84

I have already discussed it before that from the 100 samples 84 samples are adapting internet for browsing. Here in the occupation cross tabulation we can see different occupation samples are doing internet browsing. Here most of the adaption of internet browsing is doing by students and private company employees. Samples from govt. staff, homemaker, self-

employed and others are not in big amount. Here from this occupation cross tabulation, it is showing that samples from private company employee are 22 and 54 samples are from student. Therefore, from occupation cross tabulation table, students and private company employees are mostly using the internet for browsing.

4.1.5 Social Networking Sites:

Communication is essential for everyone and it is now not a hard works also. For communicating with the world different social networking sites are now available. Those social networking sites are blessing for everyone. With the social networking sites people are now able to know about their friends, family and desired person's news and information very easily. Even social networking sites connect to new people and it helps to increase networking all over the world. Here social networking sites are playing a vital role in communication.

As like developed countries, Bangladesh is also giving concern to communication sector. Here Grameenphone Company also instructed by the govt. and they are making this communication easier to every level of people. For making this possible Grameenphone 3G is providing fastest internet through which our country people are now able to communicate with different social networking sites. Through the Grameenphone 3G people are now using Face book, Twitter, Viber, Whats up, Google messenger etc. As Grameenphone 3G is giving the opportunity to our people to communicate with their desired persons, even from those networking sites people are now able to communicate with new people also. As everyone is fond of making new friends, different social networking sites are using by Grameenphone 3G customers. It is beneficial for everyone in every sector. It is helping to communicate with family, friends, co-workers etc. In addition, those networking sites are making a strong network for everyone, as new people know each other here by Grameenphone 3G network. Currently Face book is the most popular social networking site in our country and almost every new generation is using this. Viber and whats up is getting popularity day by day in our country. Therefore, in our personal and professional life all the social networking sites have an impact. As a result, social networking sites are adopting by our country people through Grameenphone 3G network.

Adaption situation of social networking sites in Bangladesh of Grameenphone 3G with the responses of survey I will discuss it below:

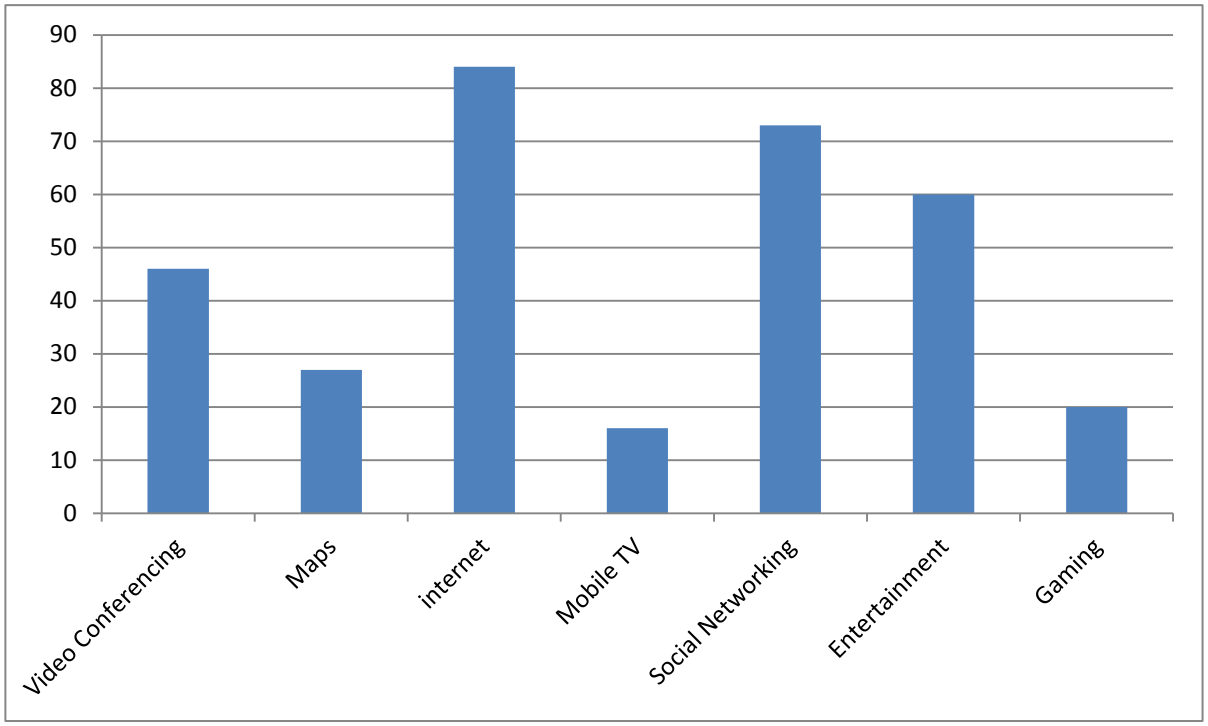
Frequency Table of users of social networking sites:

Frequency table of social networking sites

	Description	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Networking	73	73.0	100.0	100.0
Missing	System	27	27.0		
Total		100	100.0		

In my survey, I have taken 100 samples to know about the adaption situation of 3G of Grameenphone in our country. In the questionnaire, to know the purpose of using grameenphon 3G seven options given and samples can give multiple answers according to their uses. So from the frequency table it is shown that, out of 100 samples 73 samples are using social networking sites with the help of Grameenphone 3G. Here only 27 samples are not using 3G for browsing the internet. Therefore, from the survey it is clear that most of the samples are interested to use 3G network for using social networking sites. With the 3G network, people are now able to connect with different social networking sites faster than 2G network. As 73% samples areusing social networking sites, it is clear that with the 3G network people like it. In addition, social networking sites are adopting for various reasons, as only 27 samples are not using it here. Here we can say that, with the Grameenphone 3G their customers mostly adopt social networking sites.

Here the chart given below:



Social Networking Sites: 73%

Cross tabulation of social networking sites:

In the cross tabulation I will describe the responses in four dimensions. From the frequency table I have the total amount that are using or adapting video calling or conferencing and that quantity will give us the information of Grameenphone 3G uses for video calling according to gender, age, education background and occupation. This survey shows the position of video calling/ conferencing adaption in terms of gender, age, education background and occupation in the cross tabulation. With these four variables, I will here give a view of 3G adaption of social networking sites, which will help us to understand the survey output and adapting scenario.

Gender Cross tabulation of social networking sites

Description	Gender		Total
	Male	Female	
Social Networking sites	44	29	73
Total	44	29	73

Here from the survey responses it is showing that, 73 samples are using social networking sites with Grameenphone 3G. From these 73 samples, 44 samples are male and 29 are female. Therefore, with this cross tabulation it is showing male is using or adapting more social networking sites than female. Here 29 female samples out of total 35 samples, is a good sign for Grameenphone 3G female customers for social networking sites.

Age Cross tabulation of social networking sites

Description	Age					Total
	Under 18	18-24	25-34	35-44	59+	
Social Networking	9	44	17	2	1	73
Total	9	44	17	2	1	73

From the age cross tabulation we can see that different ages samples are using internet for social networking sites. Most of the adaption is showing; age between 18-24 and the amount is here 44 out of 73 samples. At the age range of 25-34, they are in second position for adapting internet for browsing. Here the number is 17, these samples are using 3G internet for social networking. Under 18 years samples are nine, age within 35-44 has two samples and over 59 is only one who is adapting internet for connecting to social networking sites. Therefore, from this age cross tabulation it is showing that matured aged customers are

adapting these applications more than young age customers. Adoption rate is so high in 18-34 aged samples, which shows more adaptation.

Education Cross tabulation of social networking sites

Description		Education Background			Total
		University degree and above	High School	Elementary	
	Social Networking sites	64	8	1	73
	Total	64	8	1	73

Here in the education background cross tabulation we can see that most of the adaption is coming from the samples that are having university degree and above. Samples from high school and elementary education background are adapting internet for different social networking sites in very low amount. Samples from university and above background are adopting social networking sites in amount of 64, high school background has eight samples and elementary background has only one sample. Therefore, from the education background cross tabulation it is showing that educated people are mainly adapting internet for connecting to various social networking sites for their various uses.

Occupation Cross tabulation of social networking sites

Description		Occupation						Total
		Govt. staff	Employee in private company	House wife	Self employed	Students	Others	
	Social Networking	1	22	2	3	44	1	73
	Total	1	22	2	3	44	1	73

I have already discussed it before that from the 100 samples 73 samples are adapting social networking sites. Here in the occupation cross tabulation we can see different occupation samples are using social networking sites. Here, the students and private company employees do most of the adaption of social networking sites. On the other hand, govt. staff, homemaker, self-employed person's usage in this case is less. The occupation cross tabulation is showing that samples from private company employee are 22 and 44 samples are from student. Therefore, from occupation cross tabulation table, students and private company employees are mostly using the internet for browsing.

4.1.6 Entertainments:

Entertainments is playing important role for everyone, as life is so busy nowadays. In our rush life we want to have entertainment as easy as possible. With our mobile phone, we are now able to get entertainment very easily. Here with the handsets, we need also fast internet network for having more entertainments like music's, movies, funny videos, blogs, games, entertainments news etc.

Grameenphone 3G is also proving high-speed internet; with the high-speed internet Grameenphone customers are now able to get those entertainment faster than previous period. Grameenphone also have entertainment box of their own, customers of Grameenphone also get all their required entertainment from that page very easily and free of cost with 3G network. With the Grameenphone 3G customers are now able to get their desired music's, videos, blogs, sports, and movies even from their handsets and from any 3G covered areas. With the 3G service, Grameenphone customers are now able to see music's, videos, songs, sports updates everything from YouTube from any 3G covered areas. Young generation and educated people are now using 3G enable smart phone recently. As a result, it is now like a basic need for all to get entertainments in their handsets. Students are watching videos and sports from Grameenphone 3G very easily right now. Those who like to write blog, they can also do this with 3G network from their smart phones. Many smart phone users now like to play online games. Grameenphone 3G is providing great speed through which online games played easily. In addition, 3G networks support so many games, which was not possible with

2G network. It is obvious that, Grameenphone 3G is used for having entertainments from different needs.

I will be discussing about the adaption scenario of entertainments in Bangladesh of Grameenphone 3G with the responses of survey in below:

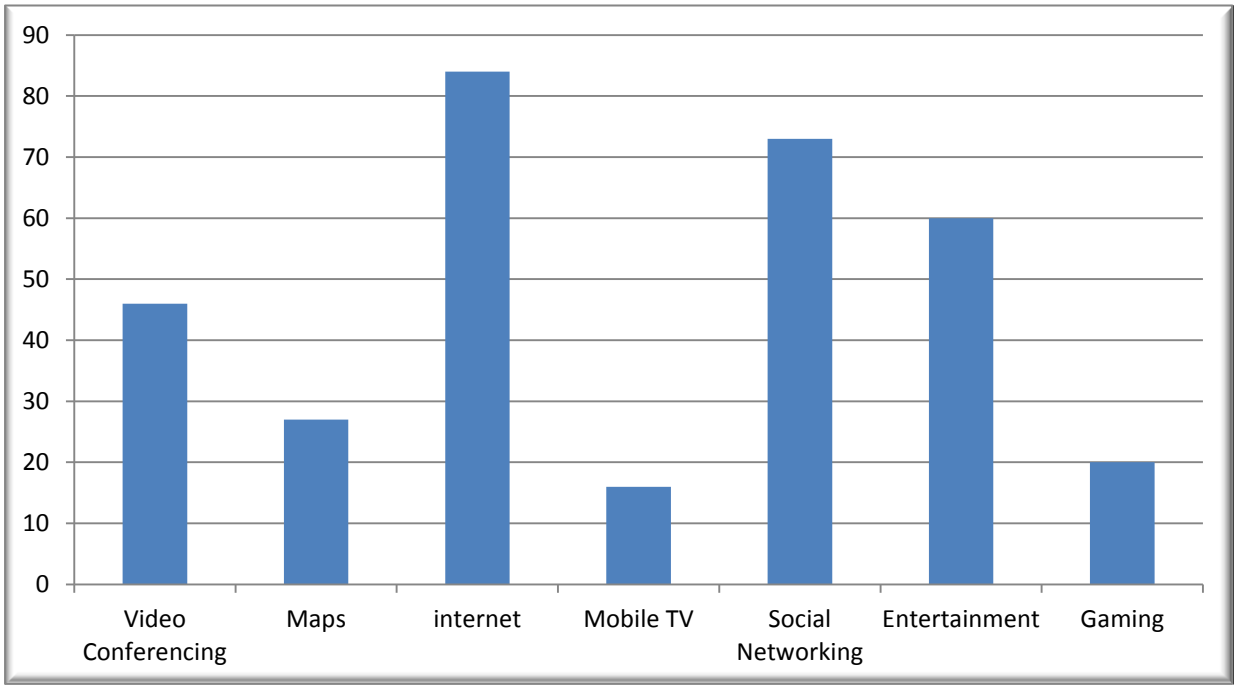
Frequency table of entertainments

Description		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entertainment	60	60.0	100.0	100.0
Missing	System	40	40.0		
Total		100	100.0		

In my survey, I have taken 100 samples to know about the adaption situation of 3G of Grameenphone in our country. In the questionnaire, to know the purpose of using grameenphon 3G seven options given and samples can give multiple answers according to their uses. So from the frequency table it is shown that, out of 100 samples 60 samples are using entertainments with the help of Grameenphone 3G. Here only 30 samples are not using 3G for entertainment purpose. Therefore, from the survey it is clear that most of the samples are interested to use 3G networks for musics, videos, blogs, games, movies etc.

With the 3G network, people are now able to connect with different web sites for entertainment faster than 2G network. As 60% samples are using Grameenphone 3G for entertainments, it is clear that people like 3G network. In addition, entertainments are adopting for various reasons, as only 30 samples are not using it here. Here we can say that, with the Grameenphone 3G the adoption rate for entertainments are gradually growing high.

Here the chart given below:



Entertainments: 60%

Cross tabulation of social networking sites:

In the cross tabulation I will describe the responses in four dimensions. From the frequency table I have the total amount that are using or adapting video calling or conferencing and that quantity will give us the information of Grameenphone 3G uses for video calling according to gender, age, education background and occupation. This survey shows the position of video calling/ conferencing adaption in terms of gender, age, education background and occupation in the cross tabulation. With these four variables, I will here give a view of 3G adaption entertainments, which will help us to understand the survey output and adapting scenario.

Gender Cross tabulation of entertainments

Description	Gender		Total
	Male	Female	
Entertainment	36	24	60
Total	36	24	60

Here from the survey responses it is showing that, 60 samples are using entertainments with Grameenphone 3G. From these 60 samples, 36 samples are male and 24 are female. Therefore, with this cross tabulation it is showing male is using or adapting more entertainments than female. Here 24 female samples out of total 35 samples, is also a good sign for Grameenphone 3G in terms of entertainments.

Age Cross tabulation of entertainments

Description	Age					Total
	Under 18	18-24	25-34	35-44	59+	
Entertainment	7	36	14	2	1	60
Total	7	36	14	2	1	60

From the age cross tabulation we can see that different ages samples are using internet for entertainments. Most of the adaption is showing age between 18-24 and the amount is here 36 out of 60 samples. At the age range of 25-34, they are in second position for adapting entertainment. Here the number is 14 and these samples are using 3G internet for entertainments. Under 18 years samples are seven, age within 35-44 has two samples and over 59 is only one who is adapting internet for different entertainments purpose. Therefore, from this age cross tabulation it is showing that matured aged customers are adapting entertainment applications more than young age customers. Adoption rate is so high in 18-34 aged samples, which shows more adaptation.

Education Background Cross tabulation of entertainments

Description	Education Background			Total
	University degree and above	High School	Elementary	
Entertainment	51	8	1	60
Total	51	8	1	60

Here in the education background cross tabulation we can see that most of the adaption is coming from the samples that are having university degree and above. Samples from high school and elementary education background are adapting internet for different entertainments in very low amount. Samples from university and above background are adopting entertainments in amount of 51, high school background has eight samples and elementary background has only one sample. Therefore, from the education background cross tabulation it is showing that educated people are mainly adapting internet for having various entertainments through Grameenphone 3G network.

Occupation Cross tabulation of entertainments

Description	Occupation						
	Govt. staff	Employee in private company	House wife	Self employed	Students	Others	Total
Entertainment	1	17	2	3	36	1	60
Total	1	17	2	3	36	1	60

I have already told it before that from the 100 samples 60 samples are adapting entertainments. Here in the occupation cross tabulation we can see different occupation are using Grameenphone 3G for different entertainments.

Here most of the adaption of entertainments is having by the students and private company employees. Samples from govt. staff, homemaker, self-employed and others are not in big amount. Here from this occupation cross tabulation, it is showing that samples from private company employee are 17 and 36 samples are from student.

Therefore, from occupation cross tabulation table, students and private company employees are mostly using Grameenphone 3G for different entertainments.

Job Responsibilities

5.1 Job Responsibilities

As an Intern in Grameenphone, I have accomplished different tasks. Those are given below-

1. Have to do market research of different competitor's Sim pricing, package pricing, call rates etc. in Bashundhara area.
2. Test Sim collected from different persons and placing all according to the serial. Moreover maintain an excel sheet for the test Sims.
3. Collecting the 3G launch pictures from Bashundhara area for making presentation and report.
4. Observe the activity of Brand promoters of Bashundhara area at 3g launch period.
5. Collect location information of public & private universities for 3G coverage area selection.
6. Collect location information of public medical colleges for 3G coverage area selection.
7. Collect information of each district's mostly populated and big 3-upozila list for selecting 3G coverage area all over Bangladesh.
8. Collecting internet package & pricing differentiation of different competitors and maintain an excel sheet for that.
9. Collecting wimax package & pricing differentiation of other competitors. Moreover maintain an excel sheet regularly.
10. Calling GP star customers for Ananto Jalil's program and attend the program at Raddison hotel.
11. Sometimes, have to visit Tejgaon warehouse for collecting or replacing test Sims.
12. Done many activity at the period of "Go Broadband Wimax" launching of GP-
    - Have to run a booth for launching wimax in the ground floor of GP corporate house for 2 days.
    - Have to brief about the wimax service and package details to the GP employees
    - Moreover, need to show the coverage area to the interested employees with the help of Google Earth.

- Need to inspire GP employees for trial the wimax from the booth to know about the wimax service experience.
- In addition, it was my responsibility to collect the list of interested employees, who wants to trial the wimax for their personal use.
- After the internal launching, daily I have to give five GP employees the wimax modem from the previous list.
- Even I need to motivate those employees to buy the wimax modem and reject others competitors service. Here in my last one-month internship period, I have to sell “Go Broadband Wimax Modem” to the GP employees.

Findings & Recommendations

6.1 Survey findings

The main purpose of this report was to find out the adaption scenario Grameenphone 3g. To know about the adaption situation of Grameenphone 3g I did a survey of 100 respondents as I have said it before. From the survey answers, I got the direct percentage of data came from the questionnaire. In that survey, some findings are clearly visible. These findings include-

Findings according to Gender

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Male	65	65.0	65.0	65.0
Female	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Interpretation:

Here from the table it is showing that male respondents are more than female within 100 respondents. Here, 65% respondents are male and rests of the 35% are female.

Findings according to Age

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Under 18	10	10.0	10.0	10.0
18-24	67	67.0	67.0	77.0
25-34	20	20.0	20.0	97.0
35-44	2	2.0	2.0	99.0
59+	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation:

From the above table it is showing that maximum respondents are from age 18-24. The percentage is here 67. Ages among 25-34 respondents are in second position and it is 20%. Under 18 years respondents are 10%. Age among 35-44 and over 59 is in a very poor percentage. In this survey, 35-44 years respondents are only 2% and over 59 years respondent is only 1%.

Findings according to Occupation

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Govt. staff	1	1.0	1.0	1.0
Employee in private company	24	24.0	24.0	25.0
House wife	2	2.0	2.0	27.0
Self employed	4	4.0	4.0	31.0
Students	68	68.0	68.0	99.0
Others	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation:

In this survey it is showing maximum respondents are student here. Here, 68% of respondent's occupation is student. Second maximum respondents are from private company employees and they are in 24%. From the table it is showing only 1% respondent is govt. staff, house wife respondents are only 2%, self-employed respondents are 4% and only 1% respondent is from others occupation.

Findings according to Education Background

Description	Frequency	Percent	Valid Percent	Cumulative Percent
University degree and above	90	90.0	90.0	90.0
High School	9	9.0	9.0	99.0
Elementary	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Interpretation:

In the education background from the table, it is showing that maximum respondents are from university degree and above. Here the respondents from university degree and above are 90%. High school respondents are 9% and elementary education background respondent is only one percent.

Would you classify 3g internet as an important part of a mobile phone?

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	98	98.0	98.0	98.0
No	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Interpretation:

In my survey from the table, it is showing almost every respondent are agreeing with the importance of 3g internet of a mobile phone. Here 98 percentages of respondent are saying 3g internet is an important part of a mobile phone.

What is the reason behind using of internet of mobile phone?

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Mainly for leisure/personal	40	40.0	40.0	40.0
Mainly for business	2	2.0	2.0	42.0
Both leisure and business	58	58.0	58.0	100.0
Total	100	100.0	100.0	

Interpretation:

In this table, it is showing respondents are using internet for both leisure and business. The percentage is here 58, which is more than half of the respondents. For personal or leisure, usage respondents are in 40% in number. Here only 2% of respondents are using internet only for business.

Which 3g package respondents are using now?

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 7 days	12	12.0	12.0	12.0
7 days	15	15.0	15.0	27.0
15 Days	7	7.0	7.0	34.0
30 days	52	52.0	52.0	86.0
Others.	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Interpretation:

From the survey table it is showing one month package is using by more than half of the respondents. One month 3g package is using by 52% respondents. Respondents are using weakly packages in 15% and others packages are in 14% here. Less than seven days packages are using by 12 percent respondents and half monthly 3g packages are using in 7%.

How often do respondents use the Internet?

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	76	76.0	76.0	76.0
More than once a day	20	20.0	20.0	96.0
Once a day	2	2.0	2.0	98.0
Less than once a month	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Interpretation:

Here maximum users are using internet every day and the percentage is here 76. In this table, 20 % of respondents are using internet more than once a day. Here once a day and less than once a month only 2% respondents are using internet.

Respondents level of preferences for Mobile TV as 3g adoption

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Least Preferred	44	44.0	44.0	44.0
Neutral	37	37.0	37.0	81.0
Most preferred	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Interpretation:

Here in the table, preference level divided in three parts and these are least preferred, neutral and most preferred. For Mobile TV adoption maximum respondents do not still like it as least preferred is here 44%. Only 19% respondents are adopting Mobile TV from Grameenphone 3g. According to the table, 37% respondents are in neutral position.

Respondents level of preferences for internet browsing as 3g adoption

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Least Preferred	2	2.0	2.0	2.0
Neutral	16	16.0	16.0	18.0
Most preferred	82	82.0	82.0	100.0
Total	100	100.0	100.0	

Interpretation:

Here in the table, preference level divided in three parts and these are least preferred, neutral and most preferred. From the table it is presetting, internet browsing mostly adopted by the respondents, as 82% have selected most preferred here. Only 2% respondents are in least preferred and 16% respondents are in neutral position.

Respondents level of preferences for video calling as 3g adoption

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Least Preferred	20	20.0	20.0	20.0
Neutral	38	38.0	38.0	58.0
Most preferred	42	42.0	42.0	100.0
Total	100	100.0	100.0	

Interpretation:

The preference level for video calling from the table is moderate. As video calling or conference is a new technology for Grameenphone customers, here 42% of most preferred level is a good sign. Here 20% respondents have selected least preferred and 38 % respondents are in neutral point.

Respondents level of preferences for satellite maps as 3g adoption

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Least Preferred	17	17.0	17.0	17.0
Neutral	48	48.0	48.0	65.0
Most preferred	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Interpretation:

In this table, most of the respondents are in neutral position. Here almost half of the respondents have selected neutral for satellite maps. Here 35% respondents go for most preferred and 17% are in least preferred position. So here, it is clear that satellite mapping not adopted in maximum amount as mapping technology is unknown to maximum the customers.

Respondents level of preferences for social networking as 3g adoption

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Least Preferred	6	6.0	6.0	6.0
Neutral	15	15.0	15.0	21.0
Most preferred	79	79.0	79.0	100.0
Total	100	100.0	100.0	

Interpretation:

Social networking is highly adopted by the respondents it is showing in the table. Here most of the respondents have selected the most preferred for social networking and the percentages is here 79. Only 15% respondents are in neutral and 6 % do not prefer social networking here.

Respondents level of preferences for entertainments as 3g adoption

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Least Preferred	12	12.0	12.0	12.0
Neutral	22	22.0	22.0	34.0
Most preferred	66	66.0	66.0	100.0
Total	100	100.0	100.0	

Interpretation:

In the preference level table it is showing for social networking respondents are preferring Grameenphone 3g. As 66% of respondents have selected most preferred option here, it is clear that social networking adopted by Grameenphone 3g. Here only 12% respondents not preferring social networking sites from Grameenphone 3g and 22% of respondents are in neutral position.

6.2 Recommendations

Grameenphone is the market leader and providing 3G to all over Bangladesh. Grameenphone has capable analyst and researcher for doing forecasting and planning. Therefore, to recommend anything about Grameenphone is a tough job for anyone. From my survey, I found some recommendations about Grameenphone 3G service that I would like to be describing here:

- Grameenphone customers are mainly concern about the 3G internet pricing. Therefore, the company should decrease the package pricing for attracting more customers for 3G adoption.
- From the survey, it is clear that Grameenphone 3G adoptions are mainly doing by university and above degree holder's customers. Therefore, to promote 3G more and more Grameenphone should target universities and colleges all over the Bangladesh.
- Also in my survey I have found that most of the customers are using Grameenphone 3G for business and personal purposes. Therefore, Grameenphone should do more facilities to businessperson so that 3G adoption boost up.
- Video calling or conferencing is a new dimension to our country, but this service is not highly adopted by Grameenphone customers. In addition, Grameenphone should give weight to video calling or conferencing and minimize video call rete for more adoption.
- Mobile TV is also a new service of Grameenphone 3G. Through Grameenphone 3G customers are able to watch live cricket and many TV channels from their smartphones easily. In the survey it is showing that Mobile TV adoption is not in a desired rate and to increase the Mobile TV adoption Grameenphone should reduce the pricing here.
- From the survey, it is showing that maximum customers or respondents are students. Here Grameenphone should give more importance to student packages. If they can provide more students 3G packages at a reasonable rate, the 3G adoption would be higher than before.

Conclusion

Grameenphone is the leading telecom company in Bangladesh that introduced 3G internet services for the first time in this country. They are grabbing the maximum market share in the telecom industry in Bangladesh. Grameenphone internet is a major sector of this operator. 3G is their new product in case of internet services that already captures a good position not only the profit but also in the mind of customers. Many customers switch from 2G internet to 3G internet services because of its new features, for example- speed, good frequency, image quality and so on. Not only in Dhaka but also outside Dhaka customers are enjoying 3G services. The survey is showing that students, working persons are the major users of this service both for their personal and business purpose. In order to hold the position Grameenphone should work more on the internet service to satisfy their existing customer and attract more customers.

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Appendix

Questionnaire constructed to do the survey is given below-

(Please tick (√) inside the bracket for your answer)

1. Sex: ( ) Male ( ) Female
2. Age: ( ) Under 18 ( ) 18-24 ( ) 25-34 ( ) 35-44 ( ) 45-59 ( ) Over 59
3. Occupation: ( ) Government Staff ( ) Employee in Private Company
   ( ) House Wife ( ) Self Employed ( ) Student ( ) Others
4. Education Background: ( ) University degree and above ( ) High School ( ) Elementary
5. Would you classify Internet as an important part of a mobile phone?
   ( ) Yes ( ) No
6. What is the reason behind using of internet of mobile phone?

( ) Mainly for leisure/personal ( ) Mainly for business ( ) Both leisure and business

7. Are you using 3G services?

( ) Yes ( ) No

8. Which 3G package you are using now?

( ) Less than 7 days ( ) 7 days ( ) 15 Days ( ) 30 days ( ) Others.

9. How often do you use the Internet?

( ) Everyday ( ) More than once a day ( ) Once a day

( ) Once a month ( ) Less than once a month

10. On average, how many hours per day do you spend on the Internet?

( ) Less than 1 hour a day ( ) 1-2 hours ( ) 2-3 hours

( ) 3-4 hours ( ) More than 4 hours a day

11. For what purpose you are using 3G?

( ) Video Calling/ Conferencing; ( ) Maps; ( ) Internet;

( ) Mobile TV; ( ) Social Networking; ( ) Entertainment;

( ) Gaming; ( ) Other:

12. Rate your level of preferences to the various 3G services you are using.

(1=Least Preferred; 2= Neutral; 3= Most preferred)

Description	Preference Level		
	1	2	3
Mobile TV			
Browsing			
Video calling/conferencing			
Map			
Social networking sites			
Entertainment (music, movies, blogs, etc.)			
Gaming			
Downloads			

13. Rate the following factors according to the extent to which they influence the usage of 3G services. (1= least relevant, 2= relevant, 3=neutral, 4= most relevant)

Description	Relevance Level			
	1	2	3	4
Internet Speed				
Network Level				
Video Quality				
Package Pricing				

14. Rate your level of satisfaction with the overall 3G services?

( ) Very dissatisfied ( ) Dissatisfied ( ) Neutral ( ) Satisfied ( )Very satisfied